

ABSTRACT OF THE INVENTION

A search system and method provide a user with a fast and efficient way to progressively expand a search for providers of a specified search object, such as a good, service, or information; while maintaining a desired link to a beneficiary group including a particular geographic community, a community of interest, or a user-preferred class of providers. More specifically, the user and/or provider is initially associated with at least one of a plurality of beneficiary groups, such as a local church for example. The system and method then affords the user an arrangement, such as a synergistic concentric circle arrangement for example, for searching for a provider associated with a user-specified beneficiary group or groups. Thus, a user may conduct a targeted search for a specified search object from providers associated with a similarly specified beneficiary group. The search or beneficiary group can thereafter be expanded by the user, until the user selects a provider of the user-specified good, service, or information, associated with the user-specified beneficiary group(s).